

I/We claim:

1. A vehicle history information system adapted to generate price adjustment values associated with vehicle history attributes comprising:

a vehicle history database having a plurality of vehicle history datasets related to a plurality of vehicles, each vehicle history dataset being related to a particular vehicle and having at least one vehicle history attribute regarding said vehicle;

a transaction database having a plurality of transaction records related to sale transactions of said plurality of vehicles, each transaction record being related to a particular vehicle and including at least a transaction date and a transaction price;

a vehicle history knowledge determination module adapted to determine whether a sale transaction related to a transaction record occurred with buyer's knowledge of said at least one vehicle history attribute associated with said vehicle of said transaction record, and to classify each transaction record based on buyer's knowledge of said at least one vehicle history attribute; and

a price adjustment module adapted to determine a price adjustment value for said at least one vehicle history attribute based on said vehicle history datasets and classification of said plurality of transaction records.

2. The system of claim 1, wherein said vehicle history knowledge determination module is adapted to classify each transaction record into classes comprising a Known Class in which a sale transaction occurred with buyer's knowledge of said at least one vehicle history attribute, and a Not Known Class in which a sale transaction occurred without buyer's knowledge of said at least one vehicle history attribute.

3. The system of claim 2, wherein said at least one vehicle history attribute is a plurality of vehicle history attributes, and said price adjustment module is adapted to determine price adjustment values for said plurality of vehicle history attributes based on plurality of transaction records that are in said Known Class, and said Not Known Class.

4. The system of claim 3, wherein said price adjustment module is further adapted to determine an average transaction price for a type of vehicle in said plurality of transaction records classified in said Not Known Class that have the same vehicle parameters including at least identical make, model and year.

5. The system of claim 4, wherein said vehicle parameters further include at least one of mileage, color, location and options of said type of vehicle in said plurality of transaction records.

6. The system of claim 4, wherein said price adjustment module is further adapted to identify at least one transaction record for said type of vehicle in said transaction records classified in said Known Class that have the same vehicle parameters, and to calculate a price differential between said transaction price associated with said at least one transaction record in said Known Class, and said determined average transaction price.

7. The system of claim 6, wherein said price adjustment module determines said price adjustment values by attributing said price differential to vehicle history attributes of said at least one transaction record in said Known Class.

8. The system of claim 7, wherein said price adjustment module is further adapted to determine price differentials between each of said plurality of transaction records in said Known Class and said determined average transaction

price for said type of vehicle in said transaction records classified in said Not Known Class, and to perform multivariate analysis to determine said price adjustment values for said plurality of vehicle history attributes in said plurality of transaction records.

9. The system of claim 8, wherein said plurality of transaction records in said Known Class from which price differentials are determined are transaction records for the same type of vehicle having the same vehicle parameters as said transaction records classified in said Not Known Class from which said average transaction price is determined.

10. The system of claim 4, wherein said transaction records classified in said Not Known Class are windowed to be within a predetermined time.

11. The system of claim 8, further comprising a price adjustment database for retrievably storing said determined price adjustment values for said plurality of vehicle history attributes.

12. The system of claim 8, wherein said price adjustment module is further adapted to provide valuation for a used vehicle using said price adjustment values based on vehicle history attributes from a vehicle history dataset relating to said used vehicle.

13. The system of claim 12, wherein said valuation includes a base price and adjustments to said base price for each vehicle history attribute associated with said used vehicle using said price adjustment values that correspond to said vehicle history attributes associated with said used vehicle.

14. The system of claim 1, wherein said vehicle history knowledge determination module determines whether each sale transaction related to a transaction record occurred with buyer's knowledge of at least one vehicle history attribute regarding a vehicle being analyzed based on buyer's interaction with said vehicle history database regarding said vehicle being analyzed.

15. The system of claim 14, wherein said buyer's interaction includes at least one of:

requesting a vehicle history report including at least one vehicle history attribute regarding said vehicle being analyzed from said vehicle history database;

acknowledgement that a vehicle history report including at least one vehicle history attribute regarding said vehicle being analyzed was used in a sale transaction relating to sale of said vehicle being analyzed;

registration of said vehicle being analyzed in a title guarantee associated with said vehicle history database; and

addition of comments regarding said vehicle being analyzed to said vehicle history database.

16. The system of claim 1, wherein said vehicle history knowledge determination module determines whether a sale transaction occurred with buyer's knowledge of a vehicle history attribute regarding a vehicle being analyzed based on access data indicating access to said vehicle history dataset relating to said vehicle being analyzed in said vehicle history database, and based on a transactional record relating to said vehicle being analyzed.

17. The system of claim 16, wherein said vehicle history knowledge determination module determines whether a sale transaction occurred with buyer's knowledge of at least one vehicle history attribute regarding a vehicle

being analyzed by determining if a user who accessed said vehicle history dataset in said vehicle history database regarding said vehicle being analyzed is also identified as a purchaser in said transaction record relating to sale transaction of said vehicle being analyzed.

18. The system of claim 16, wherein said vehicle history knowledge determination module determines whether a sale transaction occurred with buyer's knowledge of at least one vehicle history attribute regarding a vehicle being analyzed based on the likelihood that seller of said used car provides prospective purchasers with a vehicle history report of said at least one vehicle history attribute from said vehicle history database.

19. The system of claim 1, wherein said at least one vehicle history attribute is indicative of at least one of:

- air bag deployed;
- abandoned;
- accident;
- assembled vehicle;
- auction vehicle offered;
- auction vehicle sold;
- commercial vehicle;
- damaged by fire;
- damage disclosure;
- dismantled title;
- emissions inspection failed;
- flood damaged;
- fleet vehicle;
- fire damaged;
- grey market;
- gross polluter;
- government vehicle;
- hail damaged;
- junk title;
- lease vehicle;
- lemon law vehicle;
- not actual mileage title;

non-branded buyback;
non-legal high way;
number of owners;
odometer rollback;
odometer rollover;
police vehicle;
recall;
reported vehicle damage;
rebuilt vehicle title;
rental vehicle;
repossessed;
safety inspection failed;
salvaged title;
reported stolen;
theft recovery;
total loss;
taxi vehicle;
vehicle repaired; and
vehicle serviced.

20. A method for generating price adjustments associated with vehicle history attributes comprising the steps of:

obtaining a plurality of vehicle history datasets relating to a plurality of vehicles, each dataset having vehicle history attributes regarding a particular vehicle;

obtaining a plurality of transaction records relating to sale transactions of said plurality of vehicles, each transaction record including at least one of date and a transaction price;

analyzing whether sale transactions related to said plurality of transaction records occurred with knowledge by buyers of said plurality of vehicles as to vehicle history attributes associated with said plurality of vehicles;

classifying said plurality of transaction records based on buyer's knowledge of said vehicle history attributes; and

determining a price adjustment value for at least one of said vehicle history attributes based on said vehicle history datasets and classification of said plurality of transaction records.

21. The method of claim 20, wherein said step of determining said price adjustment value is performed for a plurality of said vehicle history attributes.

22. The method of claim 20, wherein transaction records are classified in said step of classifying said plurality of transaction records into classes comprising a Known Class in which each sale transaction occurred with buyer's knowledge of said vehicle history attributes, and Not Known Class in which each sale transaction occurred without buyer's knowledge of said vehicle history attributes.

23. The method of claim 22, wherein transaction records are classified in said step of classifying said plurality of transaction records into classes selected from a group consisting essentially of: said Known Class, said Not Known Class, and an Uncertain Class in which buyer's knowledge of said vehicle history datasets is indeterminate.

24. The method of claim 22, wherein said price adjustment value for said vehicle history attribute is determined based on said transaction records that are in said Known Class, and said Not Known Class.

25. The method of claim 24, further including the step of determining an average transaction price for a type of vehicle in said plurality of transaction records classified in said Not Known Class that have the same vehicle parameters including at least identical make, model and year.

26. The method of claim 25, wherein said vehicle parameters further include at least one of mileage, color, location and options of said type of vehicle in said plurality of transaction records.

27. The method of claim 25, further including the step of identifying at least one transaction record for said type of vehicle in said transaction records classified in said Known Class that have the same vehicle parameters.

28. The method of claim 27, further including the step of calculating a price differential between said transaction price associated with said at least one transaction record in said Known Class, and said determined average transaction price for said type of vehicle in said transaction records classified in said Not Known Class.

29. The method of claim 28, wherein said step of determining price adjustment value for said vehicle history attribute is attained by attributing said price differential to vehicle history attributes of said at least one transaction record in said Known Class.

30. The method of claim 28, wherein said at least one transaction record in said Known Class is a plurality of transaction records in said Known Class, and said method further includes the step of determining price differentials between each of said plurality of transaction records in said Known Class and said determined average transaction price for said type of vehicle in said transaction records classified in said Not Known Class.

31. The method of claim 30, further including the step of performing multivariate analysis to determine a plurality of price adjustment values for vehicle history attributes in said plurality of transaction records.

32. The method of claim 31, wherein said plurality of transaction records in said Known Class from which price differentials are determined are transaction records for the same type of vehicle having the same vehicle parameters as said transaction records classified in said Not Known Class from which said average transaction price is determined.

33. The method of claim 28, wherein said transaction records classified in said Not Known Class are windowed to be within a predetermined time.

34. The method of claim 33, wherein said window is not greater than one year of said at least one transaction record in said Known Class.

35. The method of claim 34, wherein said window is not greater than six months of said at least one transaction record in said Known Class.

36. The method of claim 31, further including the step of retrievably storing said determined plurality of price adjustment values for vehicle history attributes in a price adjustment database.

37. The method of claim 36, further including the step of providing valuation for a used vehicle based on vehicle history attributes from a vehicle history dataset relating to said used vehicle.

38. The method of claim 37, wherein said step of providing valuation includes the step of obtaining a base price for a type of vehicle having the same vehicle parameters.

39. The method of claim 38, wherein said step of providing valuation further includes the step of adjusting said base price of said used vehicle for each vehicle history attribute associated with said used vehicle using said price adjustment values that correspond to said vehicle history attributes associated with said used vehicle.

40. The method of claim 39, further including the step of displaying an adjusted price for said used vehicle, said adjusted price being said base price that has been adjusted using said price adjustment values corresponding to said vehicle history attributes associated with said used vehicle.

41. The method of claim 37, wherein said step of providing valuation further includes the step of displaying said price adjustment values as adjustments to said base price of said used vehicle for each vehicle history attribute associated with said used vehicle.

42. The method of claim 20, wherein said plurality of vehicle history datasets are retrievably stored in a vehicle history database.

43. The method of claim 42, wherein said step of analyzing whether sale transactions occurred with buyer's knowledge of vehicle history attributes regarding a vehicle being analyzed is based on buyer's interaction with said vehicle history database regarding said vehicle being analyzed.

44. The method of claim 43, wherein said buyer's interaction includes at least one of:

requesting a vehicle history report including said vehicle history attributes regarding said vehicle being analyzed from said vehicle history database;

acknowledgement that a vehicle history report including said vehicle history attributes regarding said vehicle being analyzed was used in a sale transaction relating to sale of said vehicle being analyzed;

registration of said vehicle being analyzed in a title guarantee associated with said vehicle history database; and

addition of comments regarding said vehicle being analyzed to said vehicle history database.

45. The method of claim 42, wherein said step of analyzing whether a sale transaction occurred with buyer's knowledge of vehicle history attributes regarding a vehicle being analyzed is based on access data indicating access to said vehicle history datasets relating to said vehicle being analyzed in said vehicle history database.

46. The method of claim 45, wherein said step of analyzing whether said sale transaction occurred with buyer's knowledge of vehicle history attributes regarding said vehicle being analyzed is further determined based on a transactional record relating to said vehicle being analyzed.

47. The method of claim 46, wherein said step of analyzing whether said sale transaction occurred with buyer's knowledge of vehicle history attributes associated with said vehicle being analyzed includes the step of determining whether a user who accessed said vehicle history dataset in said vehicle history database regarding said vehicle being analyzed is identified as a purchaser in said transaction record relating to sale transaction of said vehicle being analyzed.

48. The method of claim 45, wherein said access data indicates access to said vehicle history datasets in said vehicle history database regarding said vehicle being analyzed by a used car dealer.

49. The method of claim 48, wherein said step of analyzing whether said sale transaction occurred with buyer's knowledge of vehicle history attributes associated with said vehicle being analyzed is based on the likelihood that the used car dealer provides prospective purchasers with a vehicle history report of vehicle history attributes from said vehicle history database.

50. The method of claim 20, wherein said vehicle history attributes are indicative of at least one of:

- air bag deployed;
- abandoned;
- accident;
- assembled;
- auction vehicle offered;
- auction vehicle sold;
- commercial vehicle;
- curbstoning;
- damaged by fire;
- damage disclosure;
- dismantled title;
- emissions inspection failed;
- flood damaged;
- fleet vehicle;
- fire damaged;
- grey market;
- gross polluter;
- government vehicle;
- hail damaged;
- junk title;
- lease vehicle;
- lemon law vehicle;
- not actual mileage title;
- non-branded buyback;
- non-legal high way;
- number of owners;
- odometer rollback;
- odometer rollover;
- police vehicle;
- recall;

- reported vehicle damage;
- rebuilt vehicle title;
- rental vehicle;
- repossessed;
- safety inspection failed;
- salvaged title;
- reported stolen;
- theft recovery;
- total loss;
- taxi vehicle;
- vehicle repaired; and
- vehicle serviced.

51. The method of claim 20, wherein said vehicle history attributes are indicative of at least one of:

- child lien added;
- child lien removed;
- certified pre-owned vehicle;
- emissions inspection passed;
- first owner;
- lien 1 reported;
- lien 2 reported;
- new owner;
- non profit;
- odometer actual;
- private vehicle;
- safety passed;
- title correction issued;
- title issued; and
- title/registration issued.

52. A method for adjusting a price of a used vehicle comprising the steps of:

- obtaining a plurality of vehicle history datasets relating to a plurality of vehicles, each of said datasets having vehicle history attributes regarding a particular vehicle;

- obtaining a plurality of transactional records relating to sale transactions of a plurality of vehicles, each transaction record including at least one of a date and a transaction price; and

determining price adjustment values for said vehicle history attributes based on said vehicle history datasets and said transaction records.

53. The method of claim 52, further including the step of displaying said price adjustment values for said used vehicle.

54. The method of claim 52, further including the step of obtaining a base price for said used vehicle from a used vehicle valuation service.

55. The method of claim 54, further including the step of adjusting said base price for said used vehicle based on said vehicle history attributes regarding said used vehicle using said determined price adjustment values.

56. The method of claim 55, further including the step of displaying said adjusted base price for said vehicle.

57. The method of claim 52, further including the step of retrievably storing said price adjustment values in a price adjustment database.

58. The method of claim 52, further including the step of determining which sale transactions of said plurality of transaction records occurred with buyer's knowledge of said vehicle history attributes, and which sale transactions of said plurality of transaction records occurred without buyer's knowledge of said vehicle history attributes.

59. The method of claim 58, wherein said step of determining price adjustment values for said vehicle history attributes is attained further based on whether sale transactions of said plurality of transaction records occurred with buyer's knowledge of said vehicle history attributes.

60. The method of claim 52, wherein said step of determining price adjustment values for said vehicle history attributes is attained by classifying said plurality of transaction records based on buyer's knowledge of said vehicle history attributes.

61. The method of claim 60, wherein said price adjustment values are determined using said vehicle history datasets and said transaction records that have been classified based on buyer's knowledge of said vehicle history attributes.

62. The method of claim 61, wherein said step of classifying includes the step of classifying said transaction records into classes comprising a Known Class in which each sale transaction occurred with buyer's knowledge of said vehicle history attributes, and a Not Known Class in which each sale transaction occurred without buyers' knowledge of said vehicle history attributes.

63. The method of claim 62, wherein said transaction records are classified into classes selected from a group consisting essentially of: said Known Class, said Not Known Class, and an Uncertain Class in which buyer's knowledge of said vehicle history attributes is indeterminate.

64. The method of claim 62, wherein said price adjustment values for said vehicle history attributes are determined based on said transaction records that are in said Known Class, and said Not Known Class.

65. The method of claim 64, further including the step of determining an average transaction price for a type of vehicle in said transaction records

classified in said Not Known Class that have the same vehicle parameters, said vehicle parameters including at least identical make, model and year.

66. The method of claim 65, wherein said vehicle parameters further include at least one of mileage, color, location and options of said type of vehicle in said transaction records.

67. The method of claim 65, further including the step of identifying at least one transaction record for said type of vehicle in said transaction records classified in said Known Class that have the same vehicle parameters.

68. The method of claim 67, further including the step of calculating a price differential between transaction price associated with said at least one transaction record in said Known Class, and said determined average transaction price for said type of vehicle in said transaction records classified in said Not Known Class.

69. The method of claim 68, wherein said step of determining price adjustment values for said vehicle history attributes is attained by attributing said price differential to said vehicle history attributes in said at least one transaction record in said Known Class.

70. The method of claim 69, wherein said at least one transaction record in said Known Class is a plurality of transaction records in said Known Class, and said method further includes the step of determining price differentials between each of said plurality of transaction records in said Known Class and said determined average transaction price.

71. The method of claim 70, further including the step of performing multivariate analysis to compute price adjustment values for said vehicle history attributes in said plurality of transaction records.

72. The method of claim 71, wherein said plurality of transaction records in said Known Class from which price differentials are determined are transaction records for the same type of vehicle having the same vehicle parameters as said transaction records classified in said Not Known Class from which said average transaction price is determined.

73. The method of claim 69, wherein said transaction records classified in said Not Known Class are windowed to be within a predetermined time.

74. The method of claim 73, wherein said window is not greater than one year of said at least one transaction record in said Known Class.

75. A system for adjusting a price of a used vehicle comprising:
a database means for storing a plurality of vehicle history datasets relating to a plurality of vehicles and a plurality of transactional records relating to sale transactions of said plurality of vehicles, each of said vehicle history datasets having vehicle history attributes regarding a particular vehicle, and each transaction record including at least one of a date and a transaction price; and
a price adjustment module adapted to determine price adjustment values for said vehicle history attributes based on said vehicle history datasets and said transaction records.

76. The system of claim 75, further including a price adjustment database for retrievably storing said price adjustment values.

77. The system of claim 75, wherein said price adjustment module determines price adjustment values for said vehicle history attributes based on said vehicle history datasets, and further including a vehicle history knowledge determination module adapted to determine whether sale transactions of said plurality of transaction records occurred with buyer's knowledge of said vehicle history attributes.

78. The system of claim 77, wherein said vehicle history knowledge determination module is further adapted to classify said plurality of transaction records based on whether sale transactions of said plurality of transaction records occurred with buyer's knowledge of said vehicle history attributes.

79. The system of claim 78, wherein said price adjustment module determines price adjustment values for said vehicle history attributes further based on classification of said plurality of transaction records.

80. The system of claim 79, wherein said classification of said transaction records includes a Known Class in which each sale transaction occurred with buyer's knowledge of said vehicle history attributes, and Not Known Class in which each sale transaction occurred without buyers' knowledge of said vehicle history attributes.

81. The system of claim 80, wherein said price adjustment values for said vehicle history attributes are determined based on said transaction records that are in said Known Class, and said Not Known Class.

82. The system of claim 81, wherein said price adjustment module is further adapted to determine an average transaction price for a type of vehicle in said transaction records classified in said Not Known Class that have the same

vehicle parameters, said vehicle parameters including at least identical make, model and year.

83. The system of claim 82, wherein said price adjustment module is further adapted to identify at least one transaction record for said type of vehicle in said transaction records classified in said Known Class that have the same vehicle parameters, and to calculate a price differential between said transaction price associated with said at least one transaction record in said Known Class, and said determined average transaction price for said type of vehicle in said transaction records classified in said Not Known Class.

84. The system of claim 83, wherein said price adjustment values for said vehicle history attributes are determined by attributing said price differential to said vehicle history attributes in said at least one transaction record in said Known Class.

85. The system of claim 84, wherein said at least one transaction record in said Known Class is a plurality of transaction records in said Known Class, and said price adjustment module further determines price differentials between each of said plurality of transaction records in said Known Class and said determined average transaction price.

86. The system of claim 85, wherein said price adjustment module is further adapted to perform multivariate analysis to compute price adjustment values for said vehicle history attributes in said plurality of transaction records.

87. The system of claim 85, wherein said plurality of transaction records in said Known Class from which price differentials are determined are transaction records for the same type of vehicle having the same vehicle parameters as said

transaction records classified in said Not Known Class from which said average transaction price is determined.

88. The system of claim 82, wherein said transaction records classified in said Not Known Class are windowed to be within a predetermined time.

89. The system of claim 75, wherein said system further includes a display module adapted to display said price adjustment values for said used vehicle.

90. The system of claim 75, wherein said system is adapted to obtain a base price for said used vehicle from a used vehicle valuation service.

91. The system of claim 90, wherein said price adjustment module is further adapted to adjust said base price for each vehicle history attribute associated with said used vehicle using said price adjustment values that correspond to said vehicle history attributes associated with said used vehicle.

92. The system of claim 91, wherein said system further includes a display module adapted to display said adjusted base price for said vehicle.

93. A method for computing price adjustment values associated with vehicle history attributes comprising the steps of:

obtaining a plurality of vehicle history datasets relating to a plurality of vehicles, each dataset having vehicle history attributes regarding a particular vehicle;

determining a price differential between a price of a type of vehicle when a plurality of vehicle history attributes associated with said type of vehicle are known to a vehicle buyer, and a price of said type of vehicle when vehicle

history attributes associated with said type of vehicle are not known to a vehicle buyer; and

apportioning said price differential between said vehicle history attributes to generate said price adjustment values.

94. The method of claim 93, further comprising the step of obtaining a plurality of transaction records relating to sale transactions of said plurality of vehicles, each transaction record including at least one of a date and a transaction price.

95. The method of claim 94, wherein said step of determining said price differential includes analyzing whether sale transactions related to said plurality of transaction records occurred with knowledge by buyers of said plurality of vehicles as to vehicle history attributes associated with said plurality of vehicles.

96. The method of claim 94, further including the step of performing multivariate analysis to compute price adjustment values for said vehicle history attributes.

97. A method for computing price adjustment values associated with vehicle history attributes comprising the steps of:

obtaining a plurality of transactional records relating to sale transactions of a plurality of vehicles, each sale transaction including a buyer;

analyzing whether each sale transaction related to a respective transaction record occurred with the buyer's knowledge of vehicle history attributes associated with the respective vehicle purchased by the buyer;

classifying said plurality of transaction records based on respective buyer's knowledge of said vehicle history attributes; and

determining price adjustment values for a plurality of vehicle history attributes based on said classification of said plurality of transaction records.

98. The method of claim 97, wherein said step of determining price adjustment includes the step of determining a price differential between a price of a type of vehicle in one classification and a price of said type of vehicle in another classification.

99. The method of claim 97, wherein said step of determining price adjustment values includes the step of performing multivariate analysis.

100. A system for computing price adjustment values associated with vehicle history attributes comprising:

- a database of a plurality of vehicle history datasets relating to a plurality of vehicles, each dataset having vehicle history attributes regarding a particular vehicle; and

- a processor adapted to determine a price differential between a price of a type of vehicle when a plurality of vehicle history attributes associated with said type of vehicle are known to a vehicle buyer, and a price of said type of vehicle when vehicle history attributes associated with said type of vehicle are not known to a vehicle buyer, and to apportion said price differential between said vehicle history attributes to compute said price adjustment values.

101. The system of claim 100, further comprising a database of a plurality of transaction records relating to sale transactions of said plurality of vehicles, each transaction record including at least one of a date and a transaction price.

102. The system of claim 101, wherein said processor is further adapted to analyze whether sale transactions related to said plurality of transaction records

occurred with knowledge by buyers of said plurality of vehicles as to vehicle history attributes associated with said plurality of vehicles.

103. The system of claim 102, wherein said processor is further adapted to perform multivariate analysis to compute said plurality of price adjustment values for said vehicle history attributes.

104. A system for calculating price adjustment values associated with vehicle history attributes comprising:

- a database of transactional records relating to sale transactions of a plurality of vehicles, each sale transaction including a buyer;

- a vehicle history knowledge determination module adapted to analyze whether each sale transaction occurred with buyer's knowledge of vehicle history attributes associated with a respective vehicle purchased by the buyer, and to classify said plurality of transaction records based on respective buyer's knowledge of said vehicle history attributes; and

- a price adjustment module adapted to determine price adjustment values for a plurality of vehicle history attributes based on said classification of said plurality of transaction records.

105. The system of claim 104, wherein said price adjustment module is further adapted to determine a price differential between a price of a type of vehicle in one classification and a price of said type of vehicle in another classification.

106. The system of claim 105, wherein said price adjustment module is further adapted to perform multivariate analysis to compute said price adjustment values for said plurality of vehicle history attributes.

107. A computer readable medium for generating price adjustments associated with vehicle history attributes comprising:

instructions for retrieving a plurality of vehicle history datasets relating to a plurality of vehicles, each dataset having vehicle history attributes regarding a particular vehicle;

instructions for retrieving a plurality of transaction records relating to sale transactions of said plurality of vehicles, each transaction record including at least one of a date and a transaction price;

instructions for analyzing whether sale transactions related to said plurality of transaction records occurred with knowledge by buyers of said plurality of vehicles as to vehicle history attributes associated with said plurality of vehicles;

instructions for classifying said plurality of transaction records based on buyer's knowledge of said vehicle history attributes; and

instructions for determining a price adjustment value for at least one of said vehicle history attributes based on said vehicle history datasets and classification of said plurality of transaction records.

108. The medium of claim 107, further including instructions for classifying said plurality of transaction records into classes comprising a Known Class in which each sale transaction occurred with buyer's knowledge of said vehicle history attributes, and a Not Known Class in which each sale transaction occurred without buyer's knowledge of said vehicle history attributes.

109. The medium of claim 108, further including instructions for determining an average transaction price for a type of vehicle in said plurality of transaction records classified in said Not Known Class that have same vehicle parameters including at least identical make, model and year.

110. The medium of claim 109, further including instructions for calculating a price differential between transaction prices of transaction records in said Known Class, and said average transaction price for said type of vehicle in said transaction records classified in said Not Known Class.

111. The medium of claim 110, further including instructions for performing multivariate analysis to determine a plurality of price adjustment values for vehicle history attributes in said plurality of transaction records.

112. The medium of claim 111, further including instructions for providing valuation for a used vehicle based on vehicle history attributes from a vehicle history dataset relating to said used vehicle.

113. A computer readable medium for adjusting a price of a used vehicle comprising:

- instructions for obtaining a plurality of vehicle history datasets relating to a plurality of vehicles, each of said datasets having vehicle history attributes regarding a particular vehicle;

- instructions for obtaining a plurality of transactional records relating to sale transactions of a plurality of vehicles, each transaction record including at least one of a date and a transaction price; and

- instructions for determining price adjustment values for said vehicle history attributes based on said vehicle history datasets and said transaction records.

114. The medium of claim 113, further including instructions for obtaining a base price for said used vehicle from a used vehicle valuation service.

115. The medium of claim 114, further including instructions for adjusting said base price for said used vehicle based on said vehicle history attributes regarding said used vehicle using said determined price adjustment values.

116. The medium of claim 115, further including instructions for displaying said adjusted base price for said vehicle.

117. The medium of claim 113, further including instructions for determining which sale transactions of said plurality of transaction records occurred with buyer's knowledge of said vehicle history attributes, and which sale transactions of said plurality of transaction records occurred without buyer's knowledge of said vehicle history attributes.

118. The medium of claim 113, further including instructions for performing multivariate analysis to compute price adjustment values for said vehicle history attributes in said plurality of transaction records.

119. A computer readable medium for computing price adjustment values associated with vehicle history attributes comprising:

instructions for obtaining a plurality of vehicle history datasets relating to a plurality of vehicles, each dataset having vehicle history attributes regarding a particular vehicle;

instructions for determining a price differential between a price of a type of vehicle when a plurality of vehicle history attributes associated with said type of vehicle are known to a vehicle buyer, and a price of said type of vehicle when vehicle history attributes associated with said type of vehicle are not known to a vehicle buyer; and

instructions for apportioning said price differential between said vehicle history attributes to generate said price adjustment values.

120. The medium of claim 119, further comprising instructions for obtaining a plurality of transaction records relating to sale transactions of said plurality of vehicles, each transaction record including at least one of a date and a transaction price.

121. The medium of claim 120, further comprising instructions for analyzing whether sale transactions related to said plurality of transaction records occurred with knowledge by buyers of said plurality of vehicles as to vehicle history attributes associated with said plurality of vehicles.

122. The medium of claim 121, further including instructions for performing multivariate analysis to compute price adjustment values for said vehicle history attributes in said plurality of transaction records.

123. A computer readable medium for computing price adjustment values associated with vehicle history attributes comprising:

instructions for obtaining a plurality of transactional records relating to sale transactions of a plurality of vehicles, each sale transaction including a buyer;

instructions for analyzing whether each sale transaction related to a respective transaction record occurred with the buyer's knowledge of vehicle history attributes associated with a respective vehicle purchased by the buyer;

instructions for classifying said plurality of transaction records based on respective buyer's knowledge of said vehicle history attributes; and

instructions for determining price adjustment values for a plurality of vehicle history attributes based on said classification of said plurality of transaction records.

124. The medium of claim 123, further comprising instructions for determining a price differential between a price of a type of vehicle in one classification and a price of said type of vehicle in another classification.

125. The medium of claim 124, further comprising instructions for performing multivariate analysis.